

Message Text

LIMITED OFFICIAL USE

PAGE 01 SOFIA 00407 071129Z

47

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-01 PRS-01 /022 W

----- 065969

P 070631Z MAR 75

FM AMEMBASSY SOFIA

TO USIA WASHDC PRIORITY

USDOC WASHDC PRIORITY

SECSTATE WASHDC PRIORITY 9286

LIMITED OFFICIAL USE SOFIA 0407

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: PLOVDIV FAIR: CORE EXHIBIT

USIA FOR ICS, IEE; USDOC FOR BEWT; STATE FOR EUR/EE

REF: STATE 38647, PARA 1

1. TENTATIVE SCENARIO FOR PLOVDIV EXHIBIT OUTLINES
IMAGINATIVE PLAN WHICH SHOULD MAKE FOR AN ATTRACTIVE
PAVILION. HOWEVER, THERE ARE SOME THINGS WHICH CONCERN
US.

2. OUR PRIMARY WORRY IS THAT CORE WHICH REPRESENTS
MORE THAN TWO-THIRDS OF EXHIBIT CONCENTRATES TOO MUCH
ON "IMAGE", RATHER THAN COMMERCIAL-RELATED ASPECTS. WE
SUGGEST:

A. "FASHION SHOW" SHOULD BE REPLACED BUT IF THAT
NOT POSSIBLE, SHOULD CONTAIN ONLY GARMENTS USED IN
COMMERCIAL FOOD PROCESSING ON STATIONARY (PERHAPS
ROTATING) PLATFORM(S), NOT RUNWAY, USING MANNEQUINS
ONLY. GUIDES COULD WEAR MORE ATTRACTIVE KITCHEN GARB.
ELIMINATE PRESENTATION GIFTS WHICH AS DESCRIBED WE
DOUBT WOULD BE VERY WELL RECEIVED HERE.

B. ELIMINATE HOME KITCHEN AND CONCENTRATE ON
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 SOFIA 00407 071129Z

"COMMUNITY NUTRITION CENTER". (WE PRESUME THIS WOULD

OBVIATE NEED FOR SAMPLE JARS (STATE 48517).)

C. SPACE EXHIBIT SHOULD STRESS DETENTE ELEMENT OF APOLLO-SOYUZ PROJECT WHICH HAS AROUSED MUCH INTEREST HERE. SPACE FOOD PANELS SHOULD BE TIED INTO PRACTICAL APPLICATIONS (E.G., CONCENTRATED OR FREEZE-DRIED FOODS). WILL SAMPLES OF RECONSTITUTED SPACE FOOD BE AVAILABLE FOR A FEW KEY VISITORS?

D. BULGARIANS ARE TYING SUPERMARKET CASH REGISTERS INTO COMPUTERS, AND COMMERCIAL POSSIBILITIES EXIST FOR COMPUTER-READABLE PRODUCT CODING SYSTEM. IT SHOULD BE SHOWN WITH MORE THAN FILMS AND PHOTOS, E.G., WITH DEMONSTRATION CHECKOUT COUNTER.

3. ADDITIONALLY:

A. FACT THAT EXHIBIT DESCRIBES "NEW DEVELOPMENTS, NOT YET STANDARD IN AMERICAN INDUSTRY", MUST BE NOTED FOR CREDIBILITY, BUT NEED NOT BE STRESSED.

B. WE ASSUME CLOSED-LOOP CONVEYOR NETWORK WILL NOT HAVE HIGH NOISE LEVEL.

C. RECALLING LAST YEAR'S EXPERIENCE, SCREENS FOR REAR-PROJECTED FILMS MUST NOT BE TOO SMALL AND SHOULD BE PROTECTED FROM AMBIENT LIGHT IF THEY ARE TO BE EFFECTIVE.

D. SCENARIO APPEARS TO CONCENTRATE EXHIBIT ON FRUITS AND VEGETABLES, WITHOUT ADEQUATE TREATMENT OF MEAT, FISH AND POULTRY.

E. WHAT IS AGENCY CONSIDERING FOR HANDOUTS? VERY LOW-COST STICK-ON PATCH WOULD BE USEFUL IN ADDITION TO USUAL BROCHURE.

4. ON COMMERCIAL EXHIBITS, WE NOTE WASHERS, GRATERS, PEELERS, SLICERS, ETC., WILL BE DISPLAYED. WE ASSUME THESE ITEMS WILL BE FOR COMMERCIAL, NOT KITCHEN, USE. LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 SOFIA 00407 071129Z

HERZ

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SOFIA00407
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750080-0461
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750371/aaaacmhe.tel
Line Count: 108
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 STATE 38647
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 02 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 MAY 2003 by ShawDG>; RELEASED <02 MAY 2003 by ShawDG>; APPROVED <05 MAY 2003 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PLOVDIV FAIR: CORE EXHIBIT USIA FOR ICS, IEE; USDOC FOR BEWT; STATE FOR EUR/EE
TAGS: BEXP, BU
To: USIA STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006